

Business Model Canvas (BMC) and Value Proposition Canvas (VPC) Analysis for Whale Shark halal Tourism, Tarano District, Sumbawa Regency Solution to Formulate A Strategy to Increase Tourism Value

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Abstract

This research aims to find strategies to increase the value of Whale Shark tourism in Labuhan Jambu Village, Tarano District by using the perspective of whale shark tourism managers and related stakeholders using the Business Model Canvas (BMC) approach through nine channels. This study also looks at tourism value from a consumer perspective through the Value Proposition Canvas (VPC) approach from two aspects, namely the customer profile and value proposition. The sampling technique in this study used the Snawbal Sampling technique by identifying, selecting, and taking samples in a network or continuous chain of relationships. Meanwhile, data analysis used the Miles and Huberman technique which included data reduction, data presentation and conclusion. The results of this research to increase the value of Whale Shark tourism in Labuhan Jambu Village based on the BMC approach are The whale shark tourism market segmentation is foreign tourists, domestic tourists and diving/snorkeling enthusiasts, consist of online promotions via social media Instagram, direct promotions, participating in national events, whale shark festivals and collaboration with tour guides and travel tours, the major key partnership to maintain is travel agents, tour guides, fishermen, bagang owners, restaurants and hotels and the important Key resources consist of whale sharks, tour operators, supporting facilities and the Labuhan Jambu village community. Meanwhile the VPC results to solved the cunsomer provile including increasing Products and services for whale shark tourism are that visitors can see and swim directly with whale sharks, unique and rare tours, optimal service to visitors, provision of speed boats and complete diving/snorkeling equipment for visitor satisfaction. Pain Relievers consists of providing regular information about the appearance of whale sharks, limiting swimming time with whale sharks, providing speed boat access from Labuhan Jambu village, periodic efforts and programs to support whale shark conservation. Gain creators consist of tour packages and equipment for swimming with whale sharks, providing education on whale shark tourism to tourists, maintaining visitor trust by providing optimal service and mapping optimal times to meet whale sharks to inform tourists and related parties.

Keywords: Whale Shark, BMC Model, VPC Model

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1. INTRODUCTION

Tourism in West Nusa Tenggara (NTB) is now starting to become a popular tourist destination for foreign and domestic tourists. Along with the development of tourism infrastructure and facilities, the number of tourist visits to West Nusa Tenggara is also increasing. The latest data shows that the number of tourist visits to West Nusa Tenggara as of December 2022 was recorded at 1,376,295 consisting

of 126,539 Indonesian tourists and 1,249,756 international tourists.

Tourism in the Province of West Nusa Tenggara is not only on the island of Lombok, but also on the island of Sumbawa, namely SAMOTA or the abbreviation for Saleh Bay, Moyo Island and Mount Tambora. There is one tourist object that has great potential on the island of Sumbawa, namely whale shark tourism in Labuhan Jambu Village, Tarano

District, Sumbawa Regency, this location is in the Saleh Bay tourist area. Where this whale shark tour is the only whale shark tour in NTB Province, even in Indonesia, it is still very rare and rare

In order to increase welfare for the community, the West Nusa Tenggara Provincial government through the 2019-2023 Regional Medium Term Development Plan (RPJMD) encourages economic growth and development by establishing 12 Provincial Strategic Areas (KSP), including the development of Saleh Bay and its surroundings in the Regency area. Sumbawa and Dompu Regencies each and their water areas have superior sectors of fisheries, tourism, agriculture, livestock and industry. One of the developments in the tourism sector in Saleh Bay is Whale Shark tourism in Labuhan Jambu Village, Tarano subdistrict, Sumbawa Regency.(NTB, 2019)

Labuan Jambu Village is one of the villages in Tarano District, Sumbawa Regency. This village consists of five hamlets dominated by the Bugis tribe with the main livelihoods being fishermen and farmers. The coastal village is traversed by state roads, very strategic and easy to reach by land transportation, either public transportation or private car, with an estimated two hour journey from Sumbawa City. Apart from whale shark tourism, Labuhan Jambu Village is one of the villages with potential for beach, water and island tourism. Ketapang Beach, Rakit Island, Dewa Island and Bako Island are assets that can be opportunities to create a tourism climate in Labuhan Jambu Village (Azizurrohman et al., 2021). From a geographical position, Labuhan Jambu Village is located in the eastern coastal area of Saleh Bay which is currently being prioritized as one of the SAMOTA (Saleh Bay, Moyo Island and Mount Tambora) tourist destinations by the Sumbawa Regency regional government



Figure 1. Tourist visits at the Whale Shark tourist location, Labuan Jambu Village from March – July 2023

Source: Labuhan Jambu Village Government, Tarano District, 2023

The identification models that can be used in analyzing the increase in tourism value is the Business Model Canvas (BMC). The Business Model Canvas is a framework used to identify, visualize, and evaluate key elements of a business model (Osterwalder & Pigneur, 2012). In the tourism context, the business model canvas can be used to identify the key elements of the tourism business model, including market segments served, value offered, distribution channels, partnerships, resources, key activities, costs and revenues. By using the business model canvas, parties involved in the tourism industry can quickly and easily evaluate whether the business model being implemented is appropriate or not. The business model canvas also enables entrepreneurs and tourism industry players to better understand how their business operates and earn profits, as well as identify opportunities and challenges in the tourism industry.

In addition, it is necessary to develop and design the value that can be offered from whale shark tourism. Value development and design are used Value Proposition Canvas. The Value Proposition Canvas is a framework that helps companies or organizations understand and design the added value offered to customers or users. In the tourism context, the Value Proposition Canvas can help improve the tourist experience and attract more tourists to come to a tourist destination

This research is important to carry out because NTB Province hosts several international events such as Moto GP and MXGP which are of course a great opportunity to increase whale shark tourism in Tarano District, especially when supported by creating the right Business Model Canvas and also designing the right Value Proposition strategy. Based on the above, the formulation of the problem in this study is as follows:

- What is the Business Model Canvas for whale shark tourism in Tarano District, Sumbawa Regency?
- What is the Value Proposition Canvas for whale shark tourism in Tarano District, Sumbawa Regency?

2. METHODOLOGY

This research uses a qualitative design with a descriptive approach, namely qualitative descriptive research aimed at describing and illustrating existing phenomena, both natural and human engineered, which pays more attention to characteristics, quality,

and interrelationships between activities. The research location was carried out in Labuhan Jambu Village, Tarano District, Sumbawa Regency, NTB Province. The sampling technique uses Snawbal Sampling, which is a method for identifying, selecting and taking samples in a continuous network or chain of relationships. In this case, to look for informant data to formulate a Business Model Canvas by visiting related agencies such as the tourism office, sub-district office and village office, of course those who know best about whale shark tourism in Tarano District. Next, to formulate the Value Proposition Canvas, informants will be sought using the criteria of people who know and have visited the whale shark tourism in Tarano District. Data analysis uses the Miles and Huberman technique which includes data reduction, data presentation and drawing conclusions.

3. RESULT AND DISCUSSION

BMC consists of nine business building blocks. This building block contains important parts that explain how the organization creates benefits and also benefits from its customers. The sections in the Business Model Canvas include Customer Segment, Value Proposition, Channels, Customer Relationship, Revenue Streams, Key Resources, Key Activities, Key Partnership and Cost Structure. This Business Model Canvas is presented visually in the form of a canvas/image so that it helps make it easier for stakeholders to understand and can adapt the form of this Business Model Canvas according to current needs and conditions (Osterwalder et al., 2017). The Business Model Canvas is also used to describe, visualize, evaluate and change existing business models (Puspayuda et al., 2021).

The Value Proposition Canvas consists of two main elements, namely the Customer Profile Map and the Value Map. The Customer Profile Map includes the market segments served, the work or tasks that must be completed by the customer, as well as the problems, desires and expectations that the customer has. Meanwhile, the Value Map covers the products or services offered, the benefits expected by customers, and how these products or services differentiate themselves from products or services offered by competitors (Osterwalder et al., 2017). The following is a Business Model Canvas Map for Labuhan Jambu Village, Tarano District.

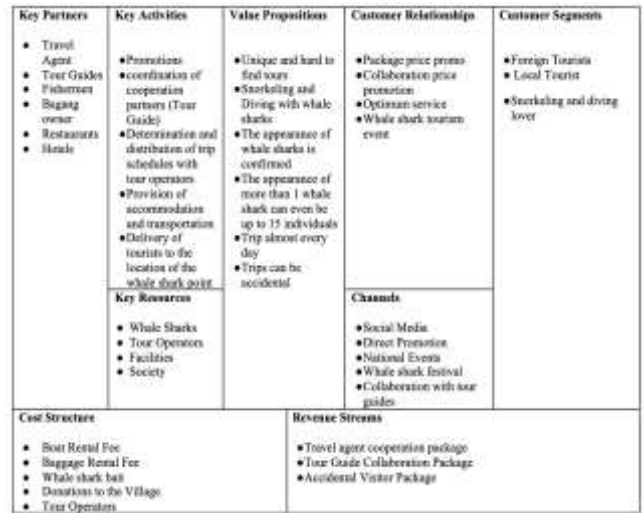


Figure 2. Business Model Canvas for Whale Shark Tourism, Labuhan Jambu Village, Tarano District.

Source: Primary Data Processed, 2023

In a tourism context, the business model canvas can be used to identify the key elements of a tourism business model, including market segments served, value offered, distribution channels, partnerships, resources, key activities, costs, and revenues. By using the business model canvas, parties involved in the tourism industry can quickly and easily evaluate whether the business model being implemented is appropriate or not. The canvas business model also allows entrepreneurs and tourism industry players to better understand how their business operates and makes a profit, as well as identify opportunities and challenges in the tourism industry. The results of the explanation in the BMC above are as follows:

a. Customer Segments

Customer Segments are parties who use services/products from whale shark tourism, then those who contribute to providing tourism income as well as groups of people or organizations that whale shark tourism aims to serve. Whale shark tourism customer segments are foreign tourists, local tourists and snorkeling and diving enthusiasts. As with the interview conducted with the head of the Labuhan Jambu Pokdarwis

“Whale sharks are segmented by foreign tourists, domestic/local tourists and diving/snorkeling enthusiasts. However, our main segmentation is foreign tourists” (Interview with Pokdarwis in Labuhan Jambu Village, August 2023)”

From the results of the interviews conducted, the majority of visitors came from foreign tourists

with almost 95% of total visitors in recent years. In 2018 to 2019 the number of tourist visits was very low compared to 2020 to 2023, this was because in that year there was a Covid outbreak which almost spread to all countries. A significant increase in the number of tourist visits occurred in 2022 and 2023 with a total of 2226 visits in 2022 and only until July 2023 did the number of visits reach 8265 tourists consisting of 302 local tourists and 7963 foreign tourists. Whale shark tourism customer segmentation is indeed prioritized for foreign tourists as disclosed by the secretary of the Labuhan Jambu village

"Our main segmentation is foreign tourists, because as we know, this tour is a relatively more expensive tour compared to other tours, so the interest and ability of our local tourists is very limited in this tour" (Interview with tour operator, August 2023)"

b. Value Proposition

Value proposition is a uniqueness that determines why the product or service deserves to be chosen by customers, then the uniqueness that stands out from competitors and solves customer problems and fulfills customer desires. Whale shark tourism is a tour that is classified as very unique and rare because it is only found in a few areas in Indonesia, including it is also very rare in other countries. As in an interview with the Labuhan Jambu Village Tour Operator.

"This whale shark is rare and unique, and its uniqueness cannot even be created like other tourist attractions. In fact, it is very rare in Indonesia and is the only whale shark tourism in NTB" (Interview with Labuhan Jambu Village Secretary, August 2023)

Tourists who come to tourist locations certainly don't just want to see whale sharks but also want to swim with whale sharks, so visitors who come there tend to snorkel/dive with whale sharks while feeding the whale sharks directly with the small fish/ebi that have been provided by Tour Operator.

"We allow visitors to dive/snorkel directly with whale sharks, and even feed them with small fish/shrimp that we have provided. The average visitor is only able to dive/snorling for 1 hour even though we allow up to 3 hours (Interview with tour operator, August 2023)"

Tourists, in their expectations before visiting a tourist location, certainly want to meet whale sharks directly, some even want to see more than one whale shark. The appearance of whale sharks must be predicted at the exact time of appearance and location. Tourism managers must be able to ensure and fulfill visitor value so that visitors are satisfied with the tourist attraction. In this regard, tourism managers, in this case one of the tour operators in Labuhan Jambu village, can confirm the appearance of whale sharks with the point and time of appearance because they are experienced in accompanying tourists and are also local residents who already understand the tourist situation.

"Every time we visit, we can almost guarantee that whale sharks will appear at the point we are going, there could be more than one, even fifteen, whale sharks often appear in the morning and surround the bagang, so we have to provide bagang there first to ensure the whale sharks appear (Interview with tour operator, August 2023)"

The arrival of tourists from various countries certainly cannot be scheduled, so tourism managers need to be prepared in serving incoming visitors. In this case, village tour operators take turns carrying out trips every day and ensure that visitors who come do not go home disappointed.

"Our tour operators are always ready to go on trips every day, even those who come suddenly or not through tour travel will still serve us, we don't want visitors who come here to be disappointed" (Interview with Labuhan Jambu Village Secretary, August 2023)"

Whale shark tourism also provides photo spots on land, namely the whale shark statue as an icon of whale shark tourism in Labuhan Jambu Village.

c. Channels

Channels are how an organization communicates with its customer segments and conveys its value proposition. Channels include ways to increase awareness, make it easier for customers to evaluate, and help customers buy their products or services. Efforts to increase whale shark tourism visits certainly do not happen instantly, but require time and effective ways to

promote tourism in conveying tourism value. In connection with this, tourism managers have made many efforts to promote whale shark tourism, including promotion via social media, direct promotion through various events.

"The tourism promotion we have carried out is through social media Instagram, direct promotion at local events as well as through collaboration with tour guides and travel tours, so far the most effective is through collaboration with travel tours and tour guides" (Interview with the chairman of Pokdarwis, August 2023).

The various promotional media that have been carried out have been carried out by whale shark tourism managers, especially by Pokdarwis and Labuhan Jambu Village Tour Operators. Promotion through Instagram media, holding tourist events and even taking part in direct promotions at events in Bali, Jakarta and even Papua did not bring optimal results. Channels that have a very significant impact on increasing tourist visits are through collaboration with Tour Guides and Tour Travel.

d. Customer Relationship

Customer relationship aims to get new visitors, retain old visitors and offer old and new products or services to old visitors. The customer relationship that has been carried out by the whale shark tourism manager consists of tour package promos.

"To get new visitors, we usually offer discounts on tour packages for visitors who want to come directly to the whale shark tour, so we hope that many local tourists will also be able to visit our tourist location (Interview with chairman of the Whale Shark Pokdarwis, August 2023)"

The tour package promotion carried out by the whale shark tourism manager focuses on inviting local tourists who want to come directly to the tourist location without going through a tour guide or tour operator. Apart from that, to establish good relationships with tour guides and tour operators as cooperation partners who have a very significant role in increasing tourist visits to whale shark tourism, tourism managers provide discounts on package prices for cooperation

partners who are already strong whale shark partners.

"To maintain our good relations with our partners, we provide discounts on tour package prices for tour guides or tour operators who are our strong partners, the amount is uncertain and not written, only as a form of remuneration for our services to them" (Interview with tour operator, August 2023)"

Tourism managers also continue to strive to provide optimal service for visitors, from crossings to ensuring the safety of tourists when diving/snorkeling with whale sharks.

e. Revenue Stream

The revenue stream contains the flow of incoming funds and how tourism managers earn income from the specified customer segment. In this section, the main source of income from whale shark tourism is from tour packages in collaboration with tour guides, tour travel and visitors who come directly to the village of Labuhan Jambu.

"Currently the main source of tourism income comes from collaboration with tour guides, tour operators and income from tour packages for visitors who come to our village directly, but the largest inflow of funds comes from tour guides and travel tours who have become our partners, for We do not charge revenue from tickets in the village" (Interview with the Secretary of the village of Labuhan Jambu, August 2023).

The largest inflow of funds comes from cooperative tour packages with tour guides and travel tours which provide the largest contribution to whale shark tourism. Meanwhile, very few visitors come directly to Labuhan Jambu village independently. Apart from that, there is no longer any source of incoming funds, whether from tickets or another

f. Key Resources

Key Resources describe the most important assets that determine the successful operation of a business model, including physical resources (vehicle buildings, equipment), money, intellectual assets (brands, copyrights, patents, customer databases) and human resources. In the

implementation, smoothness and progress of whale shark tourism, of course there are many parties involved and various kinds of resources that must be owned and optimized in its management. There are several key resources in whale shark tourism, including the whale shark itself. Those who come to visit tourist locations are of course the main attraction and key resource are the whale sharks.

"Our key resource is the whale sharks, the number of whale sharks is approximately 105 based on the latest research conducted and could even increase because some have not been recorded, these whale sharks from the time of their ancestors until now have been highly guarded by the community" (interview with Secretary Labuhan Jambu Village, August 2023).

Apart from whale sharks being a key resource, of course several human resources are needed who are actively involved in managing whale shark tourism, including tour operators and Pokdarwis in Labuhan Jambu Village. Tour operators and Pokdarwis are actively involved in promoting and managing whale shark tourism.

"We have a village tour operator who actively promotes tourism, this tour operator is appointed through the Village Head's Decree, besides that we also have great young people who are members of the village Pokdarwis. These two resources have really helped us in advancing this whale shark tourism" (Interview with Labuhan Jambu Village Secretary, August 2023).

These resources certainly cannot be optimal without the support of the local community. The people of Labuhan Jambu also have a big role in the progress of whale shark tourism. The Labuhan Jambu community contributes as a provider of sea transportation to the location of the whale sharks, providing baggage to attract the arrival of whale sharks so that together they maintain the sustainability of the whale sharks in the Labuhan Jambu Village.

"Our community has a very big role in preserving whale sharks, whale sharks are very protected and sacred. Our community also provides transportation canoes for tourists and bagangs that attract whale

sharks for gatherings" (Interview with Labuhan Jambu Village Secretary, August 2023).

g. Key Activities

Key Activities are the main activities that determine a business model in whale shark tourism in Labuhan Jambu Village. This element plays an important role in realizing the tourism value proposition. The various key activities consist of production operations, service operations and platforms and networks. In the production operation, the departure schedule is divided with each tour operator with a departure schedule starting at 6 am, because whale sharks only appear in the morning. Then the tour operator provides transportation and accommodation including whale shark food.

"We divide tour operators' departure schedules evenly, so that they are fair and do not overlap. The rest are those who arrange departure times, transportation and even provide food for whale sharks" (Interview with Labuhan Jambu Village Secretary, August 2023)

The tour operator's routine activity is to serve tourists, whether foreign tourists or domestic tourists, by taking them to points where whale sharks gather. The tour operator knows best about the location and time of the whale shark's appearance. This service operation is the main activity of whale shark tourism.

"Our main task is to provide the best service for those who come here, they are our guests and of course we have to provide our optimal service. We take them directly to the location of the whale sharks, accompany them while there until we keep an eye on them when snorkeling or diving with whale sharks for fear of unwanted things happening" (Interview with tour operator Labuhan Jambu Village, August 2023)

Not only that, to increase the tour network, tour operators also actively promote through social media, namely through Instagram, events and collaboration with partners. Collaboration with these partners has a very significant contribution to the progress and development of whale shark tourism, so tour operators regularly coordinate with cooperation partners, namely tour

guides and tour travel, because these partners bring tourists.

"We continue to carry out promotions both through Instagram social media, certain events and through collaboration with tour guides and tour travel. We always coordinate with them every day, because there are a lot of tourists" (Interview with tour operator Labuhan Jambu Village, August 2023)

h. Key Partnership

Key partners have a very significant role in the progress of a business organization, because organizational activities cannot be separated from the role of partners, both in operations and improving organizational performance activities in general. As with whale shark tourism, whale shark tourism cannot operate and cannot experience a significant increase in visits without the help of key partners. The main partners in whale shark tourism in Labuhan Jambu Village consist of fishermen, bagang owners,

"We collaborate with local fishermen as transportation providers because we don't have special transportation to transport tourists, before we get there we have to arrive first to collect whale sharks. Whale sharks will gather if they see bagang" (Interview with Labuhan Jambu Village Secretary, August 2023)

In addition, the main partners in whale shark tourism are travel agents and tour guides. Travel agents and tour guides have played a very significant role in increasing whale shark tourism in recent years.

"We have done many kinds of promotions, starting from online promotions through social media, offline promotions by attending and holding various kinds of events, but this has not been effective. After we collaborated with tour guides and tour travel, thank God, whale shark tourism has experienced a very significant increase" (Interview with Pokdarwis in Labuhan Jambu village, August 2023).

There are also several partners that support the smooth running of whale shark tourism, namely restaurants and hotels. Tour operators have collaborated with these restaurants and

hotels to make it easier for tourists to find places to eat and lodging.

"Currently we are working with hotels and restaurants, so when we bring tourists they already have their places and accommodations" (Interview with tour operator in Labuhan Jambu Village, August 2023).

i. Cost Structure

The cost structure describes all costs that arise as a result of operating the business model in whale shark tourism. In general, the rate for a whale shark tour package is 2.5 million rupiah. This amount is not only obtained by the village tour operator, but the tour operator divides the income into several cost components, namely whale shark bait, fishing boat rental, bagang rental and donating to the village.

"Actually, operational costs are not like business production costs in general, these are just distribution costs. Of the 2.5 million tour packages, we share 700 thousand pp for boat rental, 1 million for boat rental, 100 thousand donations to the village and 200 thousand for bait, the rest goes to me as a tour operator as much as 400 thousand rupiah" (Interview with village tour operator Labuhan Jambu, August 2023).

The existing cost structure is a variable cost incurred depending on the number of trips made by each operator, so that the more trips made, the more distribution will be obtained by these components. Each tour operator has tourist trips to tourist sites almost every day, so the donations to the village by each tour operator are also large, this is what has made Labuhan Jambu village an independent village from 2022.

"Thank God, because of the large number of tourist visits, we also contributed a lot to the village, our village became an independent village in 2022 due to the increase in tourist visits after Covid-19 yesterday"

Then, to see a map of the value of whale shark tourism from the point of view of tourist visitors, it is necessary to create a Value Proposition Canvas (VPC). VPC is a tool used to understand products or services and consumer behavior and connect with market desires so as to produce products with value that can answer existing problems. The value

proposition canvas is represented in the form of a simple diagram which consists of two parts, namely the customer profile which is represented in the form of a pie chart and the value map which is represented in the form of a square diagram (Shalehah, 2022).

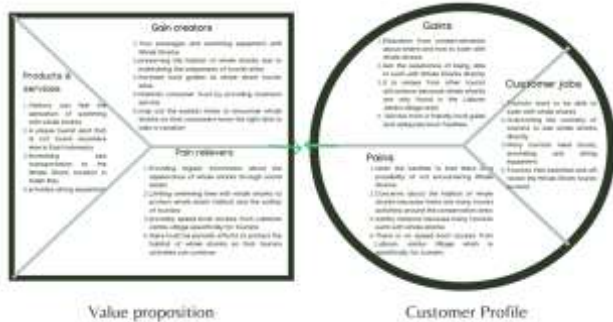


Figure 3. Value Proposition Canvas for Whale Shark Tourism, Labuhan Jambu Village, Tarano District.

Source: Processed Primary Data, 2023

The Value Proposition Canvas (VPC) is designed to help businesses understand products or services and consumer behavior and connect them with market desires so as to produce products or services that are valuable, remain targeted and meet consumer desires. This stage is carried out with the aim of ensuring that the ideas that will be developed are in accordance with the wishes of the target users and minimizing ideas and facilities that are not needed in the whale shark tourism in Labuhan Jambu Village. VPC helps the manager of the Whale Shark tourism site in Labuhan Jambu Village to focus on analyzing market needs and minimizing risks at tourist sites.

The fit condition is achieved when the Value Map (value proposition) can resolve the problems found in the customer profile and customers are satisfied with the services offered at the Labuhan Jambu Village Whale Shark tourist location. What is unique about the whale shark tourist location in Labuhan Jambu village is that it is the only tour package in eastern Indonesia where whale sharks can swim in the sea. Based on Figure 2. The process of matching the Value Proposition Canvas for Satisfied Shark Tourism in Labuhan Jambu Village, it was found that the most common problems faced by consumers are erratic weather conditions which affect the presence of whale sharks in Saleh Bay, and the absence of special speed boat access for tourists from Labuhan Jambu village. So far, tourists use fishing boats to go to the location of whale sharks in Saleh Bay. So the Tourism Department and the Labuhan Jambu village

government need to pay attention to providing speed boats specifically for tourists for reasons of consumer comfort and safety.

Furthermore, the advantage of the Labuhan Jambu Village whale shark tour is that local tour operators understand the whale shark conservation area and tourists can get documentation of swimming with whale sharks, which are rare animals. So, to maintain consumer trust, it must also be supported by other products and services that support whale shark tourism locations by providing packages and equipment for swimming or diving with whale sharks.

4. CONCLUSION

Based on the results of this research and discussion, the conclusions in this research are as follows:

a. Business Model Canvas of Whale Shark Tourism

- 1) The whale shark tourism market segmentation is foreign tourists, domestic tourists and diving/snorkeling enthusiasts
- 2) Value Proposition of whale shark tourism is a unique and hard to find tourist attraction, you can snorkel/dive with whale sharks, whale sharks are guaranteed to be there and can reach dozens of them, there is a photo booth, trips every day and there can be accidents
- 3) Whale shark tourism channels consist of online promotions via social media Instagram, direct promotions, participating in national events, whale shark festivals and collaboration with tour guides and travel tours
- 4) Customer Relationship, namely by making package price promotions, price promotions in collaboration with tour guides and travel tours, optimal service and by holding whale shark tourism events
- 5) The whale shark tourism revenue stream comes from cooperation packages with travel agents and tour guides as well as from accidental packages for visitors who come directly without a tour guide or tour operator.
- 6) Key resources consist of whale sharks, tour operators, supporting facilities and the Labuhan Jambu village community
- 7) Key activities consist of routine promotional activities, coordination with cooperation partners, determining and sharing trip schedules with tour operators, providing

accommodation and transportation, and delivering tourists to whale shark hotspot locations.

- 8) Key Partnership consists of travel agents, tour guides, fishermen, bagang owners, restaurants and hotels
- 9) The cost structure consists of boat rental fees, baggage rental fees, whale shark bait, donations to the village and village tour operator services

b. Value Proposition Canvas of Whale Shark Tourism

- 1) In Customer Job, tourists want to swim directly with whale sharks, overcome curiosity about whale shark tourism, tourists need supporting equipment for snorkeling and diving.
- 2) The pains felt by visitors to whale shark tours are that they never met whale sharks because of bad weather, worried about safety when swimming with whale sharks, worried about safety when going to whale shark locations because there are no special speed boats for tourism and still use fishing boats.
- 3) The gains that visitors want are the need for education from tour guides about whale sharks, getting the experience of swimming with whale sharks, the service of friendly local guides and adequate boat facilities

The customer profile above becomes the basis for formulating a strategy to increase tourism value by matching the customer profile and the value proposition that will be offered by the whale shark tourism manager. The matching results are as follows:

- 1) Products and services for whale shark tourism are that visitors can see and swim directly with whale sharks, unique and rare tours, optimal service to visitors, provision of speed boats and complete diving/snorkeling equipment for visitor satisfaction.
- 2) Pain Relievers consists of providing regular information about the appearance of whale sharks, limiting swimming time with whale sharks, providing speed boat access from Labuhan Jambu village, periodic efforts and

programs to support whale shark conservation.

- 3) Gain creators consist of tour packages and equipment for swimming with whale sharks, providing education on whale shark tourism to tourists, maintaining visitor trust by providing optimal service and mapping optimal times to meet whale sharks to inform tourists and related parties.

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